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I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to Assistant Commissioner for Patents, Washington, D C 20231, on

August 27, 1999

Date of Deposit

Elaine K Lee, Reg No 41,936

Name of Applicant, Assignee or

Registered Representative

Suzanne

August 27, 1999
Date of Signature

Date of Signature

Our Case No. 9623/112

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

INFORMATION DISCLOSURE STATEMENT

Assistant Commissioner for Patents
Washington, D C 20231

Sir

Pursuant to the requirements of 37 C.F.R. §§1.56, 1.97, and 1.98, Applicants hereby disclose the references listed on the attached Form PTO-1449. Copies of these references are enclosed. Applicants request that the references listed in the attached Form PTO-1449 be reviewed and made of record in this application.

GOG 31590

This Information Disclosure Statement is being filed within three months after the filing date of the application, or before the mailing of the first office action on the merits, and no certification under 37 C.F.R. §1.97(e) or fee under 37 C.F.R. §1.17(p) is required.

Applicants believe that none of the listed references either alone or in combination, disclose or suggest Applicants' claimed invention. Applicants, however, wish to bring these documents to the attention of the Examiner for both the Examiner and the public to see. Applicants respectfully request that the Examiner review these documents and make these documents of record in the above-referenced application.

Respectfully submitted,



Elaine K. Lee
Registration No. 41,936
Attorney for Applicant

BRINKS HOFER GILSON & LIONE
P.O. BOX 10395
CHICAGO, ILLINOIS 60610
(312) 321-4200



FORM PTO-1449	SERIAL NO.	CASE NO.
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE	GROUP ART UNIT
(use several sheets if necessary)	May 28, 1999	2764 2771
APPLICANT(S): Davis, et al.		

REFERENCE DESIGNATION		U.S. PATENT DOCUMENTS		
EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS/ SUBCLASS
CAN	A1 5,717,923	02/10/98	Dednick	396/613 11/03/94
CAN	A2 5,724,424	03/03/98	Gifford	380/24 11/29/95
CAN	A3 5,724,521	03/03/98	Dedrick	395/226 11/03/94
CAN	A4 5,752,238	05/12/98	Dedrick	705/14 11/03/94
CAN	A5 5,768,521	06/16/98	Dedrick	395/226 02/02/96
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CAN	A13 5,864,846	01/26/99	Voorhees, et al.	707/5 06/28/96
CAN	A14 5,918,014	06/29/99	Robinson	395/200.49 12/26/96
CAN	A15 5,920,854	07/06/99	Kirsch, et al	707/3 08/14/96
CAN	A16 5,920,859	07/06/99	L	707/5 02/05/97

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A17					
A18					
A19					
A20					
A21					

EXAMINER INITIAL	OTHER ART (including Author, Title, Date, Pertinent Pages, etc.)	
CAN	A22	Jeffrey Brewer, ClickZ Today, August 18, 1998, "Pay-For-Performance: Creating More And Better Value", obtained at the internet address http://www.clickz.com , August 18, 1998.
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CAN	A24	Sara Fisher, "Budding Internet Firm Finds Niche in Satisfaction", L.A. Business Journal, August 10, 1998.
CAN	A25	"Disclosure Rules", The Industry Standard - The Newsmagazine of the Internet Economy, August 10, 1998.
	A26	G David Doran, "Pay to Play", Entrepreneur, July 1998, p. 18
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CAN	A44	Wyn Hiltz, OCWeekly byte marks, "GoTo Hell", obtained at the internet address http://www.ocweekly.com/ink/archives/97/27byte-3.11.98-1.shtml , March 13, 1998.	
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CAN	A56	"About SearchUP, Inc", July 15, 1999, obtained at the internet address http://www.searchup.com/about.cfm	
CAN	A57	"Testimonials", July 15, 1999, obtained at the internet address http://www.searchup.com/testimonials.cfm	
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CAN	A62	Saul Hansell "Alta Vista Invites Advertisers to Pay for Top Ranking", The New York Times, April 15, 1999, p. C2	
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CAN	A64	hitsgalore.com Search Engine, May 21, 1999, obtained at the internet address http://www.hitsgalore.com	
CAN	A65	I Seek It "The Next Generation Search Engine", May 21, 1999, obtained at the internet address http://www.iseekit.com	

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EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CKN	A66	Correspondence from Emilia F. Cannella to Robert Brahms, CEO of BeFirst Internet Corporation regarding findwhat.com, July 20, 1999
CKN	A67	Correspondence from Emilia F. Cannella to Michael Melcher, MC Services regarding SearchUP.com, July 1, 1999.
CKN	A68	Correspondence from Emilia F. Cannella to Robert G. Schuler, Esq., Kegler, Brown, Hill & Ritter regarding iseeikit.com, July 1, 1999
CKN	A69	Correspondence from Emilia F. Cannella to Andrew Conru, Vote Publishing regarding galore.com, June 30, 1999
CKN	A70	SearchUP.com - Internet Directory, Automated Bid Placement System, obtained at the internet address http://www.searchup.com/search.cfm, August 25, 1999.
CKN	A71	SearchUP URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/login.cfm, August 25, 1999.
CKN	A72	SearchUP URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/newaccount.cfm, August 25, 1999.
CKN	A73	SearchUP URL Position Manager, obtained at the internet address https://www.securearea.net/getaccount/login.cfm, August 25, 1999.
CKN	A74	Correspondence from Emilia F. Cannella to Mr. D. Reed, Reports Galore, regarding hitsgalore.com, June 30, 1999.
CKN	A75	"Improve Your Ranking", Karen L. Miller, Home Office Computer, v16, n1, p51(2) Jan, 1998.
CKN	A76	"Help for Getting the Word Out About Web Sites", Jeff Frentzen, PC Week, v14, n46, p27(1), Nov 3, 1997



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CAN	A8 5,848,397	12/08/98	Marsh, et al.	705/14	04/19/96
CAN	A9 5,848,407	12/08/98	Ishikawa, et al.	707/2	05/22/97
CAN	A10 5,852,820	12/22/98	Burrows	707/2	08/09/96
CAN	A11 5,855,008	12/29/98	Goldhaber, et al.	705/14	08/28/97
CAN	A12 5,864,845	01/26/99	Voorhees, et al.	707/5	06/28/96
CAN	A13 5,864,846	01/26/99	Voorhees, et al.	707/5	06/28/96
CAN	A14 5,918,014	06/29/99	Robinson	395/200.49	12/26/96
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CAN	A24	Sara Fisher, "Budding Internet Firm Finds Niche in Satisfaction", L.A. Business Journal, August 10, 1998.
CAN	A25	"Disclosure Rules", The Industry Standard - The Newsmagazine of the Internet Economy, August 10, 1998.
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CAN	A72	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/newaccount.cfm , August 25, 1999.
CAN	A73	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/getaccount/login.cfm , August 25, 1999.
CAN	A74	Correspondence from Emilia F. Cannella to Mr. D. Reed, Reports Galore, regarding hitsgalore.com , June 30, 1999.
CAN	A75	"Improve Your Ranking", Karen L. Miller, Home Office Computer, v16, n1, p51(2) Jan, 1998.
CAN	A76	"Help for Getting the Word Out About Web Sites", Jeff Frentzen, PC Week, v14, n46, p27(1), Nov. 3, 1997.



EXAMINER CUONG M. NGUYEN DATE CONSIDERED 12/14/99

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O I P E JC86
AUG 30 1999
d-15

FORM PT PATENTS	SERIAL NO. 09/322,677	CASE NO. 9623/112
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (use several sheets if necessary)	FILING DATE May 28, 1999	GROUP ART UNIT 2764
APPLICANT(S): Davis, et al.		

REFERENCE DESIGNATION		U.S. PATENT DOCUMENTS				
EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS/ SUBCLASS	FILED DATE	
CAN	A1 5,717,923	02/10/98	Dedrick	396/613	11/03/94	
CAN	A2 5,724,424	03/03/98	Gifford	380/24	11/29/95	
CAN	A3 5,724,521	03/03/98	Dedrick	395/226	11/03/94	
CAN	A4 5,752,238	05/12/98	Dedrick	705/14	11/03/94	
CAN	A5 5,768,521	06/16/98	Dedrick	395/226	02/02/96	
CAN	A6 5,794,210	08/11/98	Goldhaber, et al.	705/14	12/11/95	
CAN	A7 5,826,241	10/20/98	Stein, et al.	705/26	09/16/94	
CAN	A8 5,848,397	12/08/98	Marsh, et al.	705/14	04/19/96	
CAN	A9 5,848,407	12/08/98	Ishikawa, et al.	707/2	05/22/97	
CAN	A10 5,852,820	12/22/98	Burrows	707/2	08/09/96	
CAN	A11 5,855,008	12/29/98	Goldhaber, et al.	705/14	08/28/97	
CAN	A12 5,864,845	01/26/99	Voorhees, et al.	707/5	06/28/96	
CAN	A13 5,864,846	01/26/99	Voorhees, et al.	707/5	06/28/96	
CAN	A14 5,918,014	06/29/99	Robinson	395/200.49	12/26/96	
CAN	A15 5,920,854	07/06/99	Kirsch, et al.	707/3	08/14/96	
CAN	A16 5,920,859	07/06/99	Li	707/5	02/05/97	

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES NO
A17					
A18					
A19					
A20					
A21					

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CAN	A22	Jeffrey Brewer, ClickZ Today, August 16, 1998, "Pay-For-Performance: Creating More And Better Value", obtained at the internet address http://www.clickz.com , August 18, 1998.
CAN	A23	Jesse Berst, ZDNet, August 17, 1998, "Search Sites' Shocking Secret", obtained at the internet address http://www.zdnet.com/anchordesk/story/story_2432.html , August 17, 1998.
CAN	A24	Sara Fisher, "Budding Internet Firm Finds Niche in Satisfaction", L.A. Business Journal, August 10, 1998.
CAN	A25	"Disclosure Rules", The Industry Standard - The Newsmagazine of the Internet Economy, August 10, 1998.
	A26	G. David Doran, "Pay to Play", Entrepreneur, July 1998, p. 18.
EXAMINER	DATE CONSIDERED	
CUONG H. NGUYEN	12/14/99	

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Page 2 of 4

FORM PTO-1449	SERIAL NO. 09/322,677	CASE NO. 9623/112
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (use several sheets if necessary)	FILING DATE May 28, 1999	GROUP ART UNIT 2774 2165
APPLICANT(S): Davis, et al.		

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CAN	A27	Advertising Age-Interactive Daily Homepage; obtained at the internet address http://www.adage.com/interactive/daily/index.html , June 8, 1998.
CAN	A28	Kim Komando, "With About 320 Million Sites, Search Engines Offer Some Help", copyright 1998, Los Angeles Times Syndication
CAN	A29	Margot Williams, "How To Ease Your Online Searches", Lansing State Journal, June 1, 1998.
CAN	A30	"GoTo.com Gets Venture Funding", Internet World Magazine, June 1, 1998.
CAN	A31	Sasha Alyson, "Searching The Search Engines", Front Page, May 8, 1998.
CAN	A32	Advertising Age-Interactive Daily Homepage, February 23, 1998, "Search Engine Startup To Auction Listings", obtained at the internet address http://www.adage.com/interactive/daily/index.html .
CAN	A33	Brian McWilliams, PC World Online, February 23, 1998, "Search Engine To Sell Top Positions On Results Lists", obtained at the internet address http://www.pcworld.com/news/daily/data/0298/9880223173204.html .
CAN	A34	Jon Swatz, San Francisco Chronicle, February 23, 1998, "Browser Only Lists Paying Web Sites Critics Fear Approach Will Squeeze Out Most Small Internet Players", obtained at the internet address http://www.sfgate.com/cgi-bin/article/1998/02/21/BU102470.DTL
CAN	A35	Nelson Wang, "Engines Battle Irrelevance of Results", obtained at the internet address http://www.internetworld.com/pnnt/current/news/19980223-battle.html , February 23, 1998
CAN	A36	Search Engine Watch, February 21, 1998, "GoTo Sells Positions", obtained at the internet address http://www.searchenginewatch.com/news.html , February 23, 1998.
CAN	A37	Jodi Mardesich, Mercury News Staff Writer, February 20, 1998, "Search Engine Charges Hit Sites", obtained at the internet address http://www.sjmercury.com/business/center/goto022198.htm , February 23, 1998.
CAN	A38	Ken Glaser, OnlinePress.com, "Who Will GoTo.com?", February 20, 1998.
CAN	A39	Jeff Pellite, Staff Writer, CNET News.com, February 19, 1998, "Pay-For-Placement Gets Another Shot", obtained at the internet address http://www.news.com/News/Item/0,4,19307,00.html , February 20, 1998
CAN	A40	The Wall Street Journal, "Going, Going...", April 2, 1998, p. B1.
CAN	A41	David Coursey, "Coursey.com", March 18, 1998.
CAN	A42	Don Clark, "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", The Wall Street Journal, February 20, 1998.
CAN	A43	Laurie J. Flynn, "With GoTo.com's Search Engine, The Highest Bidder Shall Be Ranked First", The New York Times, March 16, 1998, p. C1.
CAN	A44	Wyn Hiltz, OCWeekly byte marks, "GoTo.Hell", obtained at the internet address http://www.ocweekly.com/ink/archives/97/2byte-3/11/98-1.shtml , March 13, 1998.
CAN	A45	Jodi Mardesich, "Web Site Operators Pay For Top Billing", The News - Herald (Willoughby, OH), March 2, 1998.
CAN	A46	Laura Rich, Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", obtained at the internet address http://www.adweek.com/iq/iqnews02.asp , February 23, 1998.

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Page 3 of 4

FORM PTO-1449	SERIAL NO. 09/322,677	CASE NO. 9623/112
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (use several sheets if necessary)	FILING DATE May 28, 1999	GROUP ART UNIT 2775
APPLICANT(S): Davis, et al.		

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CAN	A47	Patricia Riedman, "Search Engine Startup To Auction Listings", Advertising Age Magazine, February 23, 1998, p. 34.
CAN	A48	Steven Vonder Haar, ZDNet.com, February 19, 1998, "Searching For The Highest Bidder", obtained at the internet address http://www.zdnet.com/intweek/daily/980219i.html , February 23, 1998.
CAN	A49	Nelson Wang, "Engines Battle Irrelevance of Results", Internet World, February 10, 1998, p. 1.
CAN	A50	Interactive Week Magazine, Garden City, NY, May 25, 1998.
CAN	A51	Jeff Pellite, Staff Writer, CNET News.com, February 18, 1998, "New Search Engine Goes Commercial", obtained at the internet address http://www.news.com/News/Item/0,4,19281,00.html , February 20, 1998.
CAN	A52	Nick Wingfield, Staff Writer, CNET News.com, June 21, 1996, "Engine Sells Results, Draws Fire", obtained at the internet address http://www.news.com/News/Item/0,25,1635,00.html , July 28, 1999.
CAN	A53	Nick Wingfield, Staff Writer, CNET News.com, May 22, 1996, "Another Engine Takes Ads By The Click", obtained at the internet address http://www.news.com/News/Item/0,4,1387,00.html , July 29, 1999.
CAN	A54	Rose Aguilar, Staff Writer, CNET News.com, April 29, 1996, "New Ad Model Charges By The Click", obtained at the internet address http://www.news.com/News/Item/0,4,1199,00.html , July 29, 1999.
CAN	A55	Alex Lash, Staff Writer, CNET News.com, December 11, 1996, "Open Text Updates Tools", obtained at the internet address http://www.news.com/News/Item/0,4,6118,00.html , July 29, 1999.
CAN	A56	"About SearchUP, Inc.", July 15, 1999, obtained at the internet address http://www.searchup.com/about.cfm
CAN	A57	"Testimonials", July 15, 1999, obtained at the internet address http://www.searchup.com/testimonials.cfm .
CAN	A58	"Benefits", July 15, 1999, obtained at the internet address http://www.searchup.com/benefits.cfm .
CAN	A59	"Information", July 15, 1999, obtained at the internet address http://www.searchup.com/information.cfm .
CAN	A60	"Tips & Tricks", July 15, 1999, obtained at the internet address http://www.searchup.com/tipsandtricks.cfm .
CAN	A61	Correspondence from Bryan Buck, President of SearchUp.com, July 7, 1999.
CAN	A62	Saul Hansell "Alta Vista Invites Advertisers to Pay for Top Ranking", The New York Times, April 15, 1999, p. C2
CAN	A63	Galore - Super Search Engine, May 21, 1999, obtained at the internet address http://www.galore.com/1/mainframe.shtml .
CAN	A64	hitsgalore.com Search Engine, May 21, 1999, obtained at the internet address http://www.hitsgalore.com
CAN	A65	I Seek It "The Next Generation Search Engine", May 21, 1999, obtained at the internet address http://www.iseekit.com .

EXAMINER CUONG H. NGUYEN	DATE CONSIDERED 12/14/99
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Page 4 of 4

FORM PTO-1449	SERIAL NO. 09/322,677	CASE NO. 9623/112
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (use several sheets if necessary)	FILING DATE May 28, 1999	GROUP ART UNIT 2774 2165
APPLICANT(S): Davis, et al.		

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CAN	A66	Correspondence from Emilia F. Cannella to Robert Brahms, CEO of BeFirst Internet Corporation regarding findwhat.com, July 20, 1999.
CAN	A67	Correspondence from Emilia F. Cannella to Michael Melcher, MC Services regarding SearchUP.com, July 1, 1999.
CAN	A68	Correspondence from Emilia F. Cannella to Robert G. Schuler, Esq., Kegler, Brown, Hill & Ritter regarding isekit.com, July 1, 1999.
CAN	A69	Correspondence from Emilia F. Cannella to Andrew Conru, Vote Publishing regarding galore.com, June 30, 1999.
CAN	A70	SearchUP.com - Internet Directory, Automated Bid Placement System, obtained at the internet address http://www.searchup.com/search.cfm , August 25, 1999.
CAN	A71	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/login.cfm , August 25, 1999.
CAN	A72	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/newaccount.cfm , August 25, 1999.
CAN	A73	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/getaccount/login.cfm , August 25, 1999.
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CAN	A75	"Improve Your Ranking", Karen L. Miller, Horie Office Computer, v16, n1, p51(2) Jan, 1998.
CAN	A76	"Help for Getting the Word Out About Web Sites", Jeff Frentzen, PC Week, v14, n46, p27(1), Nov. 3, 1997.



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FORM PTO-1449

OPIE JC86 30 AUG 30 1999

LIST OF PATENTS AND PUBLICATIONS FOR

APPLICANT'S INFORMATION DISCLOSURE
STATEMENT

(use several sheets if necessary)

SERIAL NO.

09/322,677

CASE NO.

9623/112

FILING DATE

May 28, 1999

GROUP ART UNIT

2764 21652

APPLICANT(S): Davis, et al.

REFERENCE DESIGNATION

U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
CAN	A1 5,717,923	02/10/98	Dedrick	306/613-705/26	11/03/94
CAN	A2 5,724,424	03/03/98	Gifford	389/24-705/26	11/29/95
CAN	A3 5,724,521	03/03/98	Dedrick	395/226-705/26	11/03/94
CAN	A4 5,752,238	05/12/98	Dedrick	705/14	11/03/94
CAN	A5 5,768,521	06/16/98	Dedrick	395/226-705/31	02/02/96
CAN	A6 5,794,210	08/11/98	Goldhaber, et al.	705/14	12/11/95
CAN	A7 5,826,241	10/20/98	Stein, et al.	705/26	09/16/94
CAN	A8 5,848,397	12/08/98	Marsh, et al.	705/14	04/19/96
CAN	A9 5,848,407	12/08/98	Ishikawa, et al.	707/2	05/22/97
CAN	A10 5,852,820	12/22/98	Burrows	707/2	08/09/96
CAN	A11 5,855,008	12/29/98	Goldhaber, et al.	705/14	08/28/97
CAN	A12 5,864,845	01/26/99	Voorhees, et al.	707/5	06/28/96
CAN	A13 5,864,846	01/26/99	Voorhees, et al.	707/5	06/28/96
CAN	A14 5,918,014	06/29/99	Robinson	709/219-395/200,49	12/26/96
CAN	A15 5,920,854	07/06/99	Kirsch, et al.	707/3	08/14/96
CAN	A16 5,920,859	07/06/99	Li	707/5	02/05/97

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES NO
	A17				
	A18				
	A19				
	A20				
	A21				

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)		
CAN	A22	Jeffrey Brewer, ClickZ Today, August 18, 1998, "Pay-For-Performance: Creating More And Better Value", obtained at the internet address http://www.clickz.com , August 18, 1998.	
CAN	A23	Jesse Berst, ZDNet, August 17, 1998, "Search Sites' Shocking Secret", obtained at the internet address http://www.zdnet.com/anchordesk/story/story_2432.html , August 17, 1998.	
CAN	A24	Sara Fisher, "Budding Internet Firm Finds Niche in Satisfaction", L.A. Business Journal, August 10, 1998.	
CAN	A25	"Disclosure Rules", The Industry Standard - The Newsmagazine of the Internet Economy, August 10, 1998.	
	A26	G. David Doran, "Pay to Play", Entrepreneur, July 1998, p. 18.	
CUONG H. NGUYEN		DATE CONSIDERED	12/14/99

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Page 2 of 4

FORM PTO-1449		SERIAL NO.	CASE NO.
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (use several sheets if necessary)		09/322,677	9623/112
		FILING DATE	GROUP ART UNIT
		May 28, 1999	2165
		APPLICANT(S): Davis, et al.	

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)		
CAN	A27	Advertising Age-Interactive Daily Homepage; obtained at the internet address http://www.adage.com/interactive/daily/index.html , June 8, 1998.	✓
CAN	A28	Kim Komando, "With About 320 Million Sites, Search Engines Offer Some Help", copyright 1998, Los Angeles Times Syndication.	✓
CAN	A29	Margot Williams, "How To Ease Your Online Searches", Lansing State Journal, June 1, 1998.	✓
CAN	A30	"GoTo.com Gets Venture Funding", Internet World Magazine, June 1, 1998.	✓
CAN	A31	Sasha Alyson, "Searching The Search Engines", Front Page, May 8, 1998.	✓
CAN	A32	Advertising Age-Interactive Daily Homepage, February 23, 1998, "Search Engine Startup To Auction Listings", obtained at the internet address http://www.adage.com/interactive/daily/index.html .	✓
CAN	A33	Brian McWilliams, PC World Online, February 23, 1998, "Search Engine To Sell Top Positions On Results Lists", obtained at the internet address http://www.pcworld.com/news/daily/data/0298/9880223173204.html .	✓
CAN	A34	Jon Swatz, San Francisco Chronicle, February 23, 1998, "Browser Only Lists Paying Web Sites Critics Fear Approach Will Squeeze Out Most Small Internet Players", obtained at the internet address http://www.sfgate.com/cgi-bin/article.cgi?archive/1998/02/21/BU102470.DTL .	✓
CAN	A35	Nelson Wang, "Engines Battle Irrelevance of Results", obtained at the internet address http://www.internetworld.com/print/current/news/19980223-battle.html , February 23, 1998.	✓
CAN	A36	Search Engine Watch, February 21, 1998, "GoTo Sells Positions", obtained at the internet address http://www.searchenginewatch.com/news.html , February 23, 1998.	✓
CAN	A37	Jodi Mardesich, Mercury News Staff Writer, February 20, 1998, "Search Engine Charges Hit Sites", obtained at the internet address http://www.sjmercury.com/business/center/goto022198.htm , February 23, 1998.	✓
CAN	A38	Ken Glaser, OnlinePress.com, "Who Will GoTo.com?", February 20, 1998.	✓
CAN	A39	Jeff Pelleine, Staff Writer, CNET News.com, February 19, 1998, "Pay-For-Placement Gets Another Shot", obtained at the internet address http://www.news.com/News/Item/0.4.19307.00.html , February 20, 1998.	✓
CAN	A40	The Wall Street Journal, "Going, Going...", April 2, 1998, p. B1.	✓
CAN	A41	David Coursey, "Coursey.com", March 18, 1998.	✓
CAN	A42	Don Clark, "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", The Wall Street Journal, February 20, 1998.	✓
CAN	A43	Laurie J. Flynn, "With GoTo.com's Search Engine, The Highest Bidder Shall Be Ranked First", The New York Times, March 16, 1998, p. C1.	✓
CAN	A44	Wyn Hiltz, OCWeekly byte marks, "GoTo.Hell", obtained at the internet address http://www.ocweekly.com/mk/archives/97/27byte-3.11.98-1.shtml , March 13, 1998.	✓
CAN	A45	Jodi Mardesich, "Web Site Operators Pay For Top Billing", The News - Herald (Willoughby, OH), March 2, 1998.	✓
CAN	A46	Laura Rich, Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", obtained at the internet address http://www.adweek.com/iq/iqnews02.asp , February 23, 1998.	✓

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Page 3 of 4

FORM PTO-1449	SERIAL NO. 09/322,677	CASE NO. 9623/112
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (use several sheets if necessary)	FILING DATE May 28, 1999	GROUP ART UNIT 2774 2775
APPLICANT(S): Davis, et al.		

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CAN	A47 Patricia Riedman, "Search Engine Startup To Auction Listings", Advertising Age Magazine, February 23, 1998, p. 34.	✓
CAN	A48 Steven Vonder Haar, ZDNet.com, February 19, 1998, "Searching For The Highest Bidder", obtained at the internet address http://www.zdnet.com/intweek/daily/980219i.html , February 23, 1998.	✓
CAN	A49 Nelson Wang, "Engines Battle Irrelevance of Results", Internet World, February 10, 1998, p. 1.	✓
CAN	A50 Interactive Week Magazine, Garden City, NY, May 25, 1998.	✓
CAN	A51 Jeff Pelli, Staff Writer, CNET News.com, February 18, 1998, "New Search Engine Goes Commercial", obtained at the internet address http://www.news.com/News/Item/0,4,19281,00.html , February 20, 1998.	✓
CAN	A52 Nick Wingfield, Staff Writer, CNET News.com, June 21, 1996, "Engine Sells Results, Draws Fire", obtained at the internet address http://www.news.com/News/Item/0,25,1635,00.html , July 29, 1999.	✓
CAN	A53 Nick Wingfield, Staff Writer, CNET News.com, May 22, 1996, "Another Engine Takes Ads By The Click", obtained at the internet address http://www.news.com/News/Item/0,4,1387,00.html , July 29, 1999.	✓
CAN	A54 Rose Aguilar, Staff Writer, CNET News.com, April 29, 1996, "New Ad Model Charges By The Click", obtained at the internet address http://www.news.com/News/Item/0,4,1199,00.html , July 29, 1999.	✓
CAN	A55 Alex Lash, Staff Writer, CNET News.com, December 11, 1996, "Open Text Updates Tools", obtained at the internet address http://www.news.com/News/Item/0,4,6118,00.html , July 29, 1999.	✓
CAN	A56 "About SearchUP, Inc.", July 15, 1999, obtained at the internet address http://www.searchup.com/about.cfm .	0
CAN	A57 "Testimonials", July 15, 1999, obtained at the internet address http://www.searchup.com/testimonials.cfm .	0
CAN	A58 "Benefits", July 15, 1999, obtained at the internet address http://www.searchup.com/benefits.cfm .	0
CAN	A59 "Information", July 15, 1999, obtained at the internet address http://www.searchup.com/information.cfm .	0
CAN	A60 "Tips & Tricks", July 15, 1999, obtained at the internet address http://www.searchup.com/tipsandtricks.cfm .	0
CAN	A61 Correspondence from Bryan Buck, President of SearchUp.com, July 7, 1999.	0
CAN	A62 Saul Hansell "Alta Vista Invites Advertisers to Pay for Top Ranking", The New York Times, April 15, 1999, p. C2	0
CAN	A63 Galore - Super Search Engine, May 21, 1999, obtained at the internet address http://www.galore.com/1/mainframe.shtml .	0
CAN	A64 hitsgalore.com Search Engine, May 21, 1999, obtained at the internet address http://www.hitsgalore.com	0
CAN	A65 i Seek It "The Next Generation Search Engine", May 21, 1999, obtained at the internet address http://www.iseekit.com .	0

EXAMINER	CUONG H. NGUYEN	DATE CONSIDERED
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Page 4 of 4

FORM PTO-1449	SERIAL NO. 09/322,677	CASE NO. 9623/112
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (use several sheets if necessary)	FILING DATE May 28, 1999	GROUP ART UNIT 2771 2165
APPLICANT(S): Davis, et al.		

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
CAN	A66	Correspondence from Emilia F. Cannella to Robert Brahms, CEO of BeFirst Internet Corporation regarding findwhat.com, July 20, 1999.
CAN	A67	Correspondence from Emilia F. Cannella to Michael Melcher, MC Services regarding SearchUP.com, July 1, 1999.
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CAN	A70	SearchUP.com - Internet Directory, Automated Bid Placement System, obtained at the internet address http://www.searchup.com/search.cfm , August 25, 1999.
CAN	A71	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/login.cfm , August 25, 1999.
CAN	A72	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/newaccount.cfm , August 25, 1999.
CAN	A73	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/getaccount/login.cfm , August 25, 1999.
CAN	A74	Correspondence from Emilia F. Cannella to Mr. D. Reed, Reports Galore, regarding hitsgalore.com, June 30, 1999.
CAN	A75	"Improve Your Ranking", Karen L. Miller, Home Office Computer, v16, n1, p51(2) Jan, 1998.
CAN	A76	"Help for Getting the Word Out About Web Sites", Jeff Frentzen, PC Week, v14, n46, p27(1), Nov. 3, 1997.

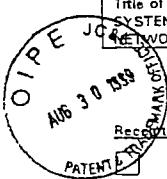


EXAMINER CUONG H. NGUYEN	DATE CONSIDERED 12/14/99
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

GA 027-
27
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TRANSMITTAL LETTER			Case No. 9623/112
Serial No 09/322,677	Filing Date May 28, 1999	Examiner Not Assigned	Group Art Unit 2771
Inventor(s) Davis, et al			
Title of Invention SYSTEM AND METHOD FOR INFLUENCING A POSITION ON A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE			



TO THE ASSISTANT COMMISSIONER FOR PATENTS

Transmitted herewith is Information Disclosure Statement, Form PTO-1449; Copies of references cited; Post Card

Received

10/15/98

10/15/98

Small entity status of this application under 37 CFR § 1.27 has been established by verified statement previously submitted

A verified statement to establish small entity status under 37 CFR §§ 1.9 and 1.27 is enclosed.

Petition for a _____-month extension of time.

No additional fee is required

The fee has been calculated as shown below

Claims Remaining After Amendment		Highest No Previously Paid For	Present Extra	Small Entity		Other Than Small Entity	
Total		Minus		Rate	Add'l Fee	Rate	Add'l Fee
Indep		Minus		x \$9 =		x \$18 =	
First Presentation of Multiple Dep. Claim							
				x 39 =		x 578 =	
				+ \$130 =		+ \$260 =	
				Total add'l fee	\$	total add'l fee	\$

Please charge Deposit Account No. 23-1925 (BRINKS HOFER GILSON & LIONE) in the amount of \$_____ A duplicate copy of this sheet is enclosed

A check in the amount of \$_____ to cover the filing fee is enclosed

The Assistant Commissioner is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this communication or credit any overpayment to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.

I hereby petition under 37 CFR § 1.136(a) for any extension of time required to ensure that this paper is timely filed. Please charge any associated fees which have not otherwise been paid to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed

Respectfully submitted,

Elaine K. Lee
Registration No. 41,836
Attorney for Applicant

BRINKS HOFER GILSON & LIONE
P.O. BOX 10395
CHICAGO, ILLINOIS 60610
(312) 321-4200

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to Assistant Commissioner for Patents, Washington, D.C. 20231, on August 27, 1999

Date August 27, 1999 Signature

Rev. Nov. 98

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GOG 31608

TRANSMITTAL LETTER			Case No. 9623/112
Serial No 09/322,677	Filing Date May 28, 1999	Examiner Not Assigned	Group Art Unit 2771
Inventor(s) Davis, et al.			
Title of Invention SYSTEM AND METHOD FOR INFLUENCING A POSITION ON A SEARCH RESULT LIST GENERATED BY A COMPUTER SEARCH ENGINE			



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				Total add'l fee	\$

	Rate	Add'l Fee
x \$18 =		
x \$78 =		
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